

U.S. DISTRICT COURT
DISTRICT OF NEW HAMPSHIRE

NOV 27 2019

FILED

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Case No. 1:19-cv-00801-JL

Defendants' Preliminary Injunction Exhibit List					
<i>Sturm, Ruger & Co., Inc. v. American Outdoor Brands Corporation, et al.</i>					
Case No. 1:19-cv-00801-JL					
Hearing Ex.	Prior Ex. No.	Prod Beg Bates No.	Doc Date	Description	Designation
✓ A (ID)	Gurney Exhibit 1, Ericksen Exhibit D-12		7/31/2019	Complaint	N/A
B (ID)	Gurney Exhibit 2	RGR-00000009	01/00/2006	Ruger magazine excerpts	N/A
C (ID)	Gurney Exhibit 3	RGR-00000017		Ruger 10/22 and 10/17 rifle ad	N/A
D (ID)	Gurney Exhibit 4	RGR-00000068		Ruger "All-Weather Rifles" ad	N/A
E (ID)	Gurney Exhibit 5	RGR-00000043		Ruger 10/22 Magazine ad	N/A
F (ID)	Gurney Exhibit 6			Hand-drawn diagram	N/A
G (ID)	Gurney Exhibit 7	RGR-00000114		Ruger "The Trademark of Perfection" magazine ad	N/A
H (ID)	Gurney Exhibit 8	RGR-00000081		UK Ruger 10/22 Rifle ad via Viking Arms Limited	N/A
I (ID)	Gurney Exhibit 9	RGR-00000182	12/20/1993	12/20/1993 Ruger Press Release on 10/22 (intended for release after 03/01/1994)	N/A
✓ J (ID)	Gurney Exhibit 10	RGR-00000205		Ruger 10/22 print ad	N/A
K (ID)	Gurney Exhibit 11	RGR-00001571		Book Excerpt - "Chapter 1, The 10/22"	N/A
L (ID)	Gurney Exhibit 12	RGR-00002481		Ruger Packaging Exemplar	N/A
M (ID)	Sanville Exhibit 1		9/28/2017	American Outdoor Brands Corporation, Long Gun Attitude & Usage Survey, September 28, 2017 - Part 1	N/A
✓ N (ID)				T/CR22 Box	N/A
✓ O (ID)	Ericksen Exhibit D-5	S&W00017487	7/10/2019	T/CR22 Forend Wrap	N/A
P (ID)				T/CR22 rifle	N/A
Q (ID)	Sanville Exhibit 8	S&W00001301	5/3/2018	May 3, 2018 Press Release	N/A
✓ R (ID)				Ruger 10/22 Carbine rifle	N/A
✓ S (ID)		S&W00015974	7/5/2018	Female Shooters T/CR22 Print Ad	N/A
✓ T (ID)		S&W00015986	7/5/2018	Father and Kid T/CR22 Print Ad	N/A

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✓ U (ID)		S&W00015976	7/5/2018	Male T/CR22 Print Ad	N/A
✓ V (ID)				Hogue Aftermarket Stock	N/A
✓ W (ID)				Magpul Hunter X-22 aftermarket stock	N/A
X (ID)	Unger Exhibit 6	S&W00000216	2/4/2016	Rifle Specification Form	N/A
Y (ID)		S&W00000626	6/9/2017	Rifle Specification Form	N/A
Z (ID)		S&W00013281	12/20/2017	Rifle Specification Form	N/A
AA (ID)		S&W00018934	8/24/2017	Rifle Specification Form	N/A
✓ BB (ID)	Daubert Exhibit C			T/CR22 Point of Sale Pictures	N/A
CC (ID)	Ericksen Exhibit D-1, Complaint Exhibit J		7/25/2019	Eugene Ericksen Confusion Survey Report	N/A
DD (ID)	Ericksen Exhibit D-2		3/25/2009	Copy of Court Opinion in <i>Bracco Diagnostics, Inc. v. Amersham Health, Inc.</i> , 627 F. Supp. 2d 384 (D.N.J. 2009)	N/A
EE (ID)	Ericksen Exhibit D-3			Point of Sale Photographs (color photocopy of two photographs of rifles for sale taken at Dominion Outdoors in Fishersville, VA)	N/A
FF (ID)	Ericksen Exhibit D-4			Point of Sale Photographs (color photocopy of two photographs of T/CR22 displayed for sale at Grice Gun Shop in Clearfield, PA)	N/A
GG (ID)	Ericksen Exhibit D-6		4/4/2018	Expert Report of Eugene Ericksen in Guayaki Sustainable Rainforest Products v. Yachak, LLC	N/A
HH (ID)	Ericksen Exhibit D-7		4/26/2018	Rebuttal Expert Report of Eugene Ericksen in Guayaki Sustainable Rainforest Products v. Yachak, LLC	N/A
II (ID)	Ericksen Exhibit D-8		9/17/2015	Rebuttal Expert Report of Eugene Ericksen in opposition proceeding between Newegg and Schoolhouse Outfitters.	N/A

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JJ (ID)	Ericksen Exhibit D-9		7/25/2019	Eugene Ericksen Secondary Meaning Expert Report Prepared for Sturm Ruger	N/A
KK (ID)	Ericksen Exhibit D-10		6/15/2007	Copy of Court Opinion in Louis Vuitton Malletier v. Dooney & Bourke, Inc., 525 F. Supp. 2d 558 (S.D.N.Y. 2007)	N/A
LL (ID)	Ericksen Exhibit D-11			Photocopy of photograph of a T/CR22 from the website TheTruthAboutGuns.com	N/A
✓ MM (ID)	Kivetz Exhibit 1		10/4/2019	Expert Rebuttal Report of Dr. Ran Kivetz	Highly Confidential
✓ NN (ID)	Unger Exhibit 32	S&W00011258	3/23/2017	Capital Expenditure Proposal Summary	AEO
✓ OO (ID)			5/5/2019	Guns America Digest Article dated May 5, 2019 - Bergara BRX	N/A
✓ PP (ID)			9/18/2018	American Rifleman Article dated September 18, 2018 – Ruger Target Lite 10/22 Carbine	N/A
✓ QQ (ID)	Unger Exhibit 9	S&W00011757	2/11/2016	Email exchange among Jason DuBois, Jeremy Beu, Matteo Viviano and you from Feb. 3, 2016 through February 11, 2016	AEO
✓ RR (ID)	Unger Exhibit 8	S&W00011191		Design Requirements for Project Viceroy Stock and Magazine	AEO
✓ SS (ID)				Photocopy of CZ-USA Website featuring CZ 512 Carbine	N/A
TT (ID)			10/15/2015	Ruger v. Armscor et al. Amended Complaint	N/A
UU (ID)	Withdrawn	RGR-00000290	3/26/1987	Memo re: Italian Copy of 10/22 Rifle	N/A

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VV (ID)		RGR-00000243	8/7/1991	Ruger Letter Correspondences with Customer Re: 10/22 Sub-Machine Gun Concern	N/A
WW (ID)		RGR-00000206	6/15/1983	Memo re: "After Market" Rotary-Type Magazines for Ruger 10/22 Rifle	N/A
✓ XX (ID)		RGR-00000196	2/00/1965	Ruger New 10/22 Print Ad	N/A
YY (ID)		RGR-00000167	1/10/1996	Press Release to Outdoor Writers, Editors, and Publishers	N/A
✓ ZZ (ID)		RGR-00000070		Ruger Innovative Improvements Print Ad	N/A
AAA (ID)		RGR-00000059		Ruger Print Ad	N/A
BBB (ID)		RGR-00000005		Ruger 40th Anniversary Print Ad	N/A
CCC (ID)	Previously provided to the Court in native format	RGR-00000003	1/21/2019	133162_Final_Excel_012119 Confusion.xlsx	N/A
DDD (ID)	Previously provided to the Court in native format	RGR-00000004	1/21/2019	133162_Final_Mapfile_012119 Confusion.xlsx	N/A
EEE (ID)			12/18/2016	Photocopy of The Highroad Website - Re: LCP, How Does Ruger Get Away With It?	N/A
FFF (ID)			4/00/2011	Photocopy of Gun Tests Website - Compact 9mms Head to Head: New Ruger LC9 vs. Kel-Tec PF9	N/A
GGG (ID)			7/00/2008	Photocopy of Gun Tests Website - Special Report - Two Tiny 380s: LCP VS. Kel-Tec	N/A
HHH (ID)			7/10/2011	Photocopy of Glock Talk Website - Did Ruger steal Kel-Tec's designs?	N/A
III (ID)			7/14/2014	Photocopy of KTOG Website - Ruger LC9 keltec clone?	N/A
JJJ (ID)		RGR-00000351	2/00/2008	Email exchange among Ken Jorgensen, Steve Sanetti, and Wayne Vanzwoll	N/A
KKK (ID)		RGR-00001434		Ruger 10/22 Rifles Print Ad	N/A

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LLL (ID)		RGR-00001691	11/15/1991	Semi-Automatic Rifle newspaper articles	N/A
✓ MMM (ID)		RGR-00001846	2004	Gun Test - Book of Guns - Article re: Ruger 10/22	N/A
NNN (ID)				Collection of screenshots from SavageArms.com (re: Savage A22); CoolGuyGuns.com (re: Kidd .221R), Volquartsen.com (re: Volquartsen VM-22), GunsInternational.com (re: Volquartsen VM-22), and Remington.com (re: Remington 597)	N/A
OOO (ID)			2007	American Outdoor Brands Corporation, Long Gun Attitude & Usage Survey - Part 2	N/A

PPP (ID)

QQQ (ID)

RRR (ID)

SSS (ID)

TTT (ID)

UUU (ID)

Posterboard photograph of Ruger
10/22 carbine rifle
Posterboard photo
Posterboard photo -

Ruger box

Magpul T/CR22 stock
Rifle slide presentation